



Jumping over the Desk: Active Outreach to Increase Student Engagement

Presented by

Andrea Paredes-Herrera

Donna Femenella





Introduction

- Purpose of Team
 - Branding Access Services
 - Create more of a relationship with the students
- Team Make-up
 - Self-selected
 - Coordinators as bridge between team and administration
 - Representatives from different units in Access Services













































Our Initiatives



Jeopardy



**Winter
Study Break**



**Library
Connection**



Bookmarks



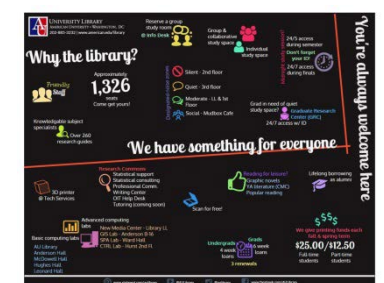
**Why I Love
My Library**



**Finals
Granola**



**Student
Profiles**



Infographic



LibraryPalooza



**Promotional
Video**



Jeopardy: Origin and Planning

Approached by student assistant to help organize an activity for her dorm



JEPARDY!

Library
CHAMPIONSHIP



Rules of the Game

- Each team must have a designated member that will be in charge of buzzing in and answering the question (team members have a few seconds to consult with each other before answering)
- The entire question will be read before teams are allowed to buzz in
- If a team gets the question wrong, then the remaining teams have a chance to buzz in (there will be no penalties for incorrect answers)
- If all the teams get it wrong, then no one is awarded the points

**It's Free
Until It
Isn't**

**Check Us
Out**

**Do This,
Not That**

**Speedy
Delivery**

**Instruct
Me**

**The Future
is Now**

\$100

\$100

\$100

\$100

\$100

\$100

\$200

\$200

\$200

\$200

\$200

\$200

\$300

\$300

\$300

\$300

\$300

\$300

\$400

\$400

\$400

\$400

\$400

\$400

\$500

\$500

\$500

\$500

\$500

\$500

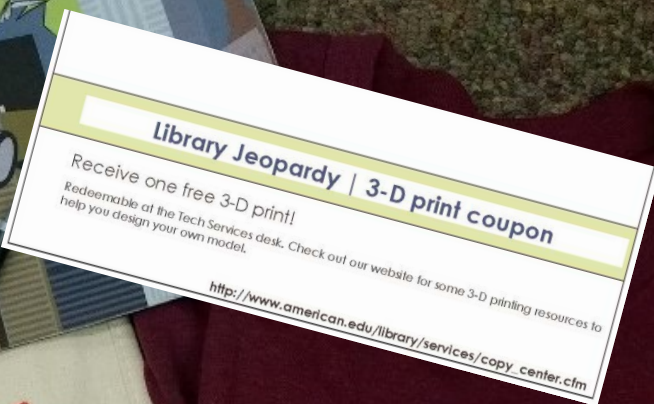


It's Free Until it Isn't - \$100

You can pay your
fines at either of
these two desks



It's



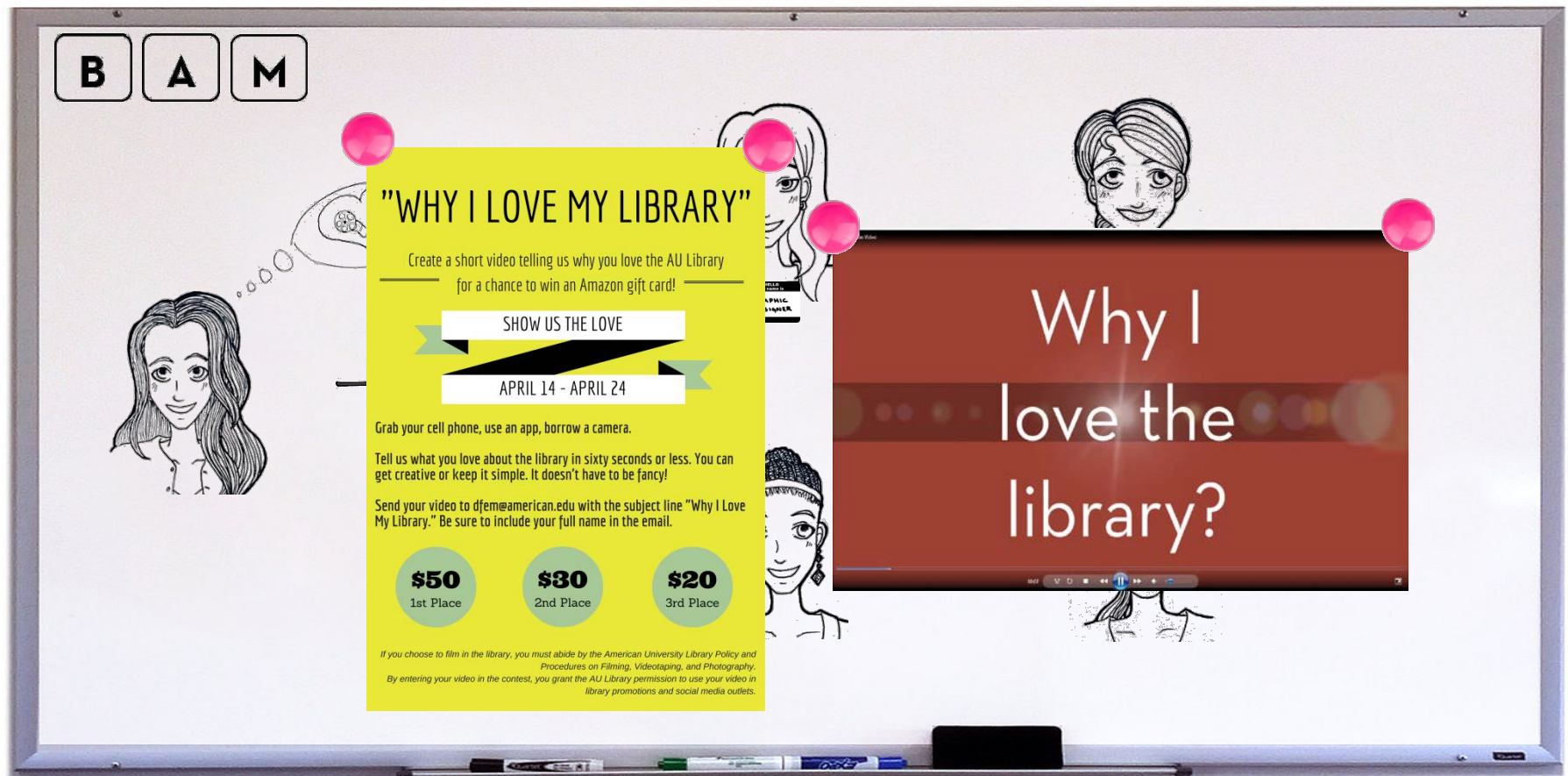


Jeopardy: Assessment

- Pros
 - Attendees enjoyed event
 - Attendees gained library knowledge
 - Started a relationship between Library and Housing and Dining
- Cons
 - Team members' roles and attendance not clearly assigned
 - Low attendance
- What We Learned
 - Need a Promotional/Marketing Plan

Why I Love My Library: Origin and Planning

Attempting a new technique to obtain feedback and engagement from students





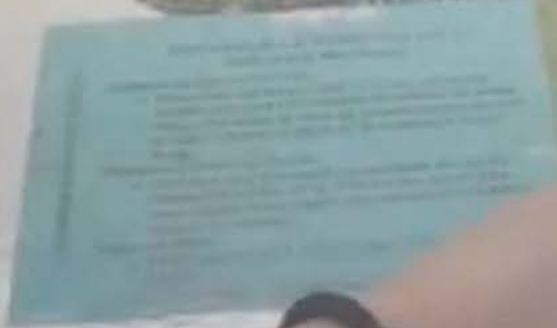
Why I Love My Library: Origin and Planning



Why I Love My Library:

It's a great place to get work done!

BIOLOGICAL SCIENCE





Why I Love My Library: Assessment

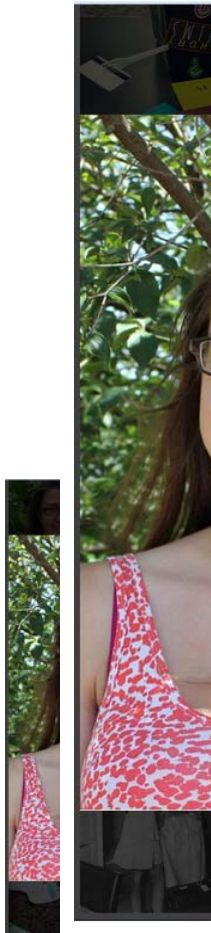
- Pros
 - Built formal relationship with StratComm
 - Promotional tool reached wider audience
- Cons
 - Lack of participation
 - Preparation time rushed
- What We Learned
 - Even if the primary goal isn't achieved, a valuable result can still be obtained

Student Profiles: Origin and Planning

Desire to highlight student assistants and recognize their interests and achievements



Stu



American University Library with Lindsey Halvorson

Published by Clawed Z. Eagle [7] · July 24 · Edited [7] · [7]

BEHIND THE BOOKS: Meet Lindsey Halvorson, an ILL student assistant and Colorado native who is passionate about environmental policy.

What department do you work in at the library?

The coolest department, Interlibrary Loan.

What is your favorite movie/book/television show and what does it say about you?

My current favorite is *This Changes Everything* by Naomi Klein (<http://bit.ly/1CoXcCZ>), as Klein explains how the rise of disaster capitalism and climate destruction is intricately related which has had a significant impact on how I work in the movement.

Where do you see yourself working or living in five years and how do you plan to get there?

Considering that I'm a Communications, Law, Economics, and Government major with an Environmental Science minor. I hope to be back in my native Colorado working on environmental policy after I finish the Masters in Public Policy in SPA.

What is one interesting thing about yourself that most people don't know?

I can bend both of my thumbs all the way backwards.



1,739 people reached

Boost Post

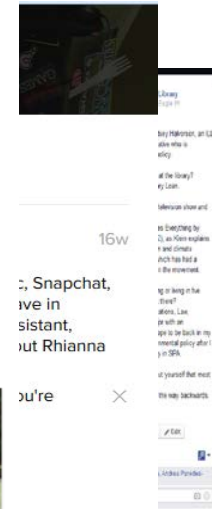
Christine Weidner, Jackie Marie, Andrea Paredes-Herrera and 67 others like this.



Write a comment...



Day



16w
Snapchat,
ive in
sistant,
ut Rhianna

ou're



G	H
Notes Time & Date	Posting Date
5/7/2015 1PM	5/18/2015
5/18/2015 3PM	6/5/2015
6/11/2015 3PM	6/19/2015
6/24/2015 2PM	7/10/2015
7/15/2015 1PM	7/24/2015
	8/7/2015

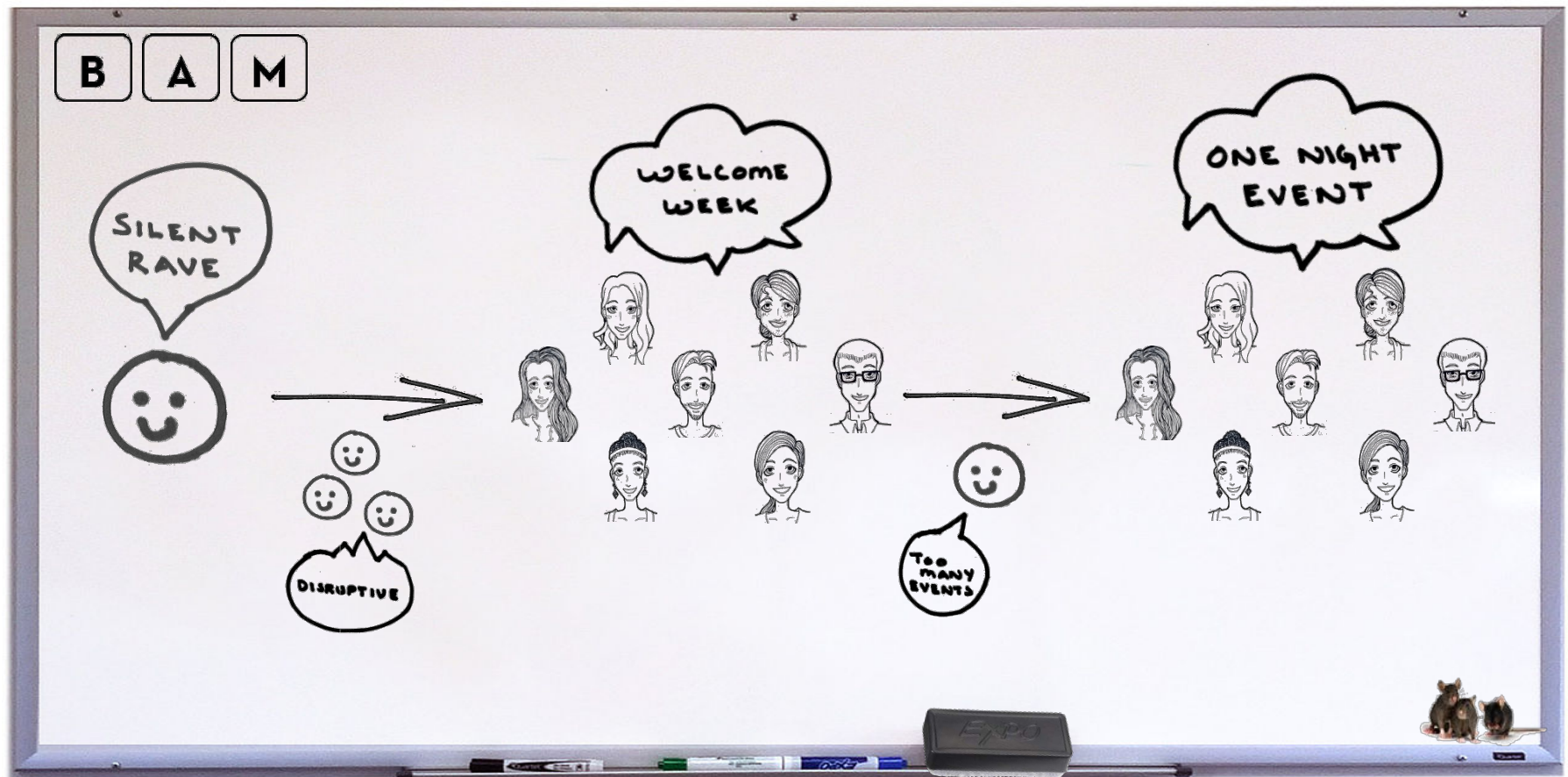


Student Profiles: Assessment

- Pros
 - Increased social media engagement
 - Provided avenue to show the library's appreciation of their student workers
 - Created a bridge between the library and rest of AU Community
- Cons
 - Lack of response to general invitation
- What We Learned
 - Students have a positive response to seeing their peers on social media

LibraryPalooza: Origin and Planning

Recreate an event mentioned by a student assistant and use it as a tool to promote our services



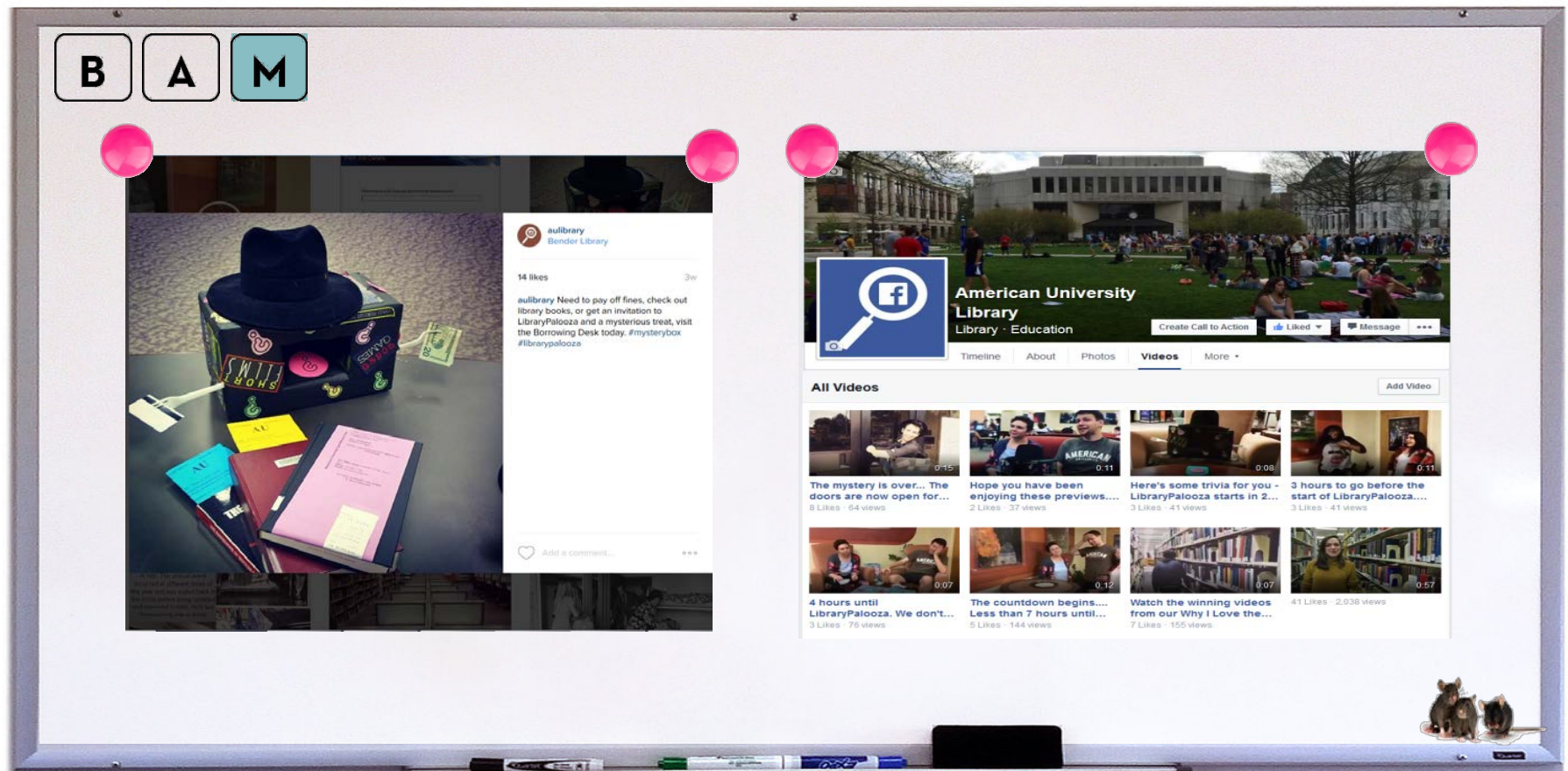
LibraryPalooza: Origin and Planning

Recreate an event mentioned by a student assistant and use it as a tool to promote our services



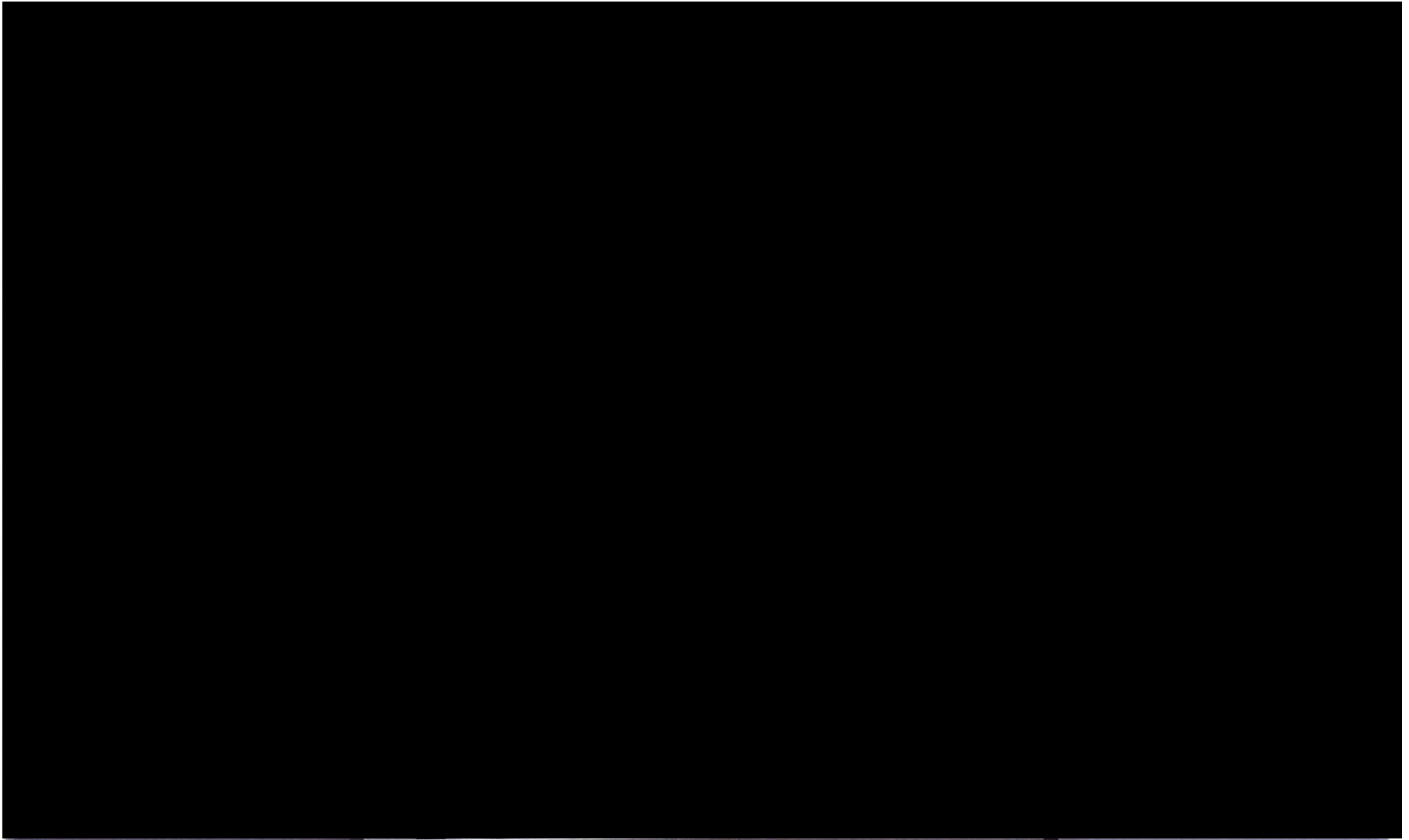
LibraryPalooza: 🐭 Origin and Planning

Recreate an event mentioned by a student assistant and use it as a tool to promote our services





LibraryPalooza: Origin and Planning





Library Delores Community Center





LibraryPalooza: Assessment

- Pros
 - Highly attended – very successful initial programming attempt
 - Successful marketing plan
 - Created a welcome break
- Cons
 - Some students only came for snacks and didn't engage with staff
 - Lack of clearly designated stations
 - Schedule of events not made available
 - We weren't prepared to start on time
- What We Learned
 - In order to create a stronger relationship with the AU community, it is necessary to break down the student/staff barrier



Conclusion

- Think big
- Get to know your teammates/colleagues
- Be open to feedback and suggestions while building relationships with others
- Don't be afraid of jumping over the desk

Questions?

Andrea Paredes-Herrera

andreaph@american.edu

Donna Femenella

dfem@american.edu